

# Brainstorming incentives and barriers

## Rain Garden Benefits:

**Leaky basement, drainage/flooding**

**Rebates**

**Lower maintenance landscaping vs less water needed**

**Environmental impact/personal way to have a direct impact/image  
(feeling connected)**

**Cutting edge coolness factor/CMAX factor**

**Wildlife habitat**

**Aesthetic value**

**Visual Buffer**

**Stormwater impacts**

**Community benefits/stewardship/connection**

**Education**

**Salmon or Orca restoration**

**Sportmanship/fishing**

**Water quality improvements**

**Changing feature**

**Excuse to buy more plants**

**Inexpensive in comparison with other LID alternatives**

**Jurisdictional incentives.**

# Brainstorming incentives and barriers

## Rain Garden Perceived Barriers :

**Money/more expensive than alternative landscapes**

**Perception that plants will become toxic**

**People/children might drown**

**Maintenance**

**Mosquitoes**

**Going against traditional landscape values**

**Neighborhood covenants**

**Permit concerns**

**Not having a space for a rain garden**

**Not having infiltrating soil**

**Lack of education about rain gardens**

**Steep slopes**

**Concerns about drainage/flooding basements – more water near your house**

**Time and effort needed**

**Pets (need to fence pets out)**

**Incentives: Becomes part of title on your house as a stormwater facility; must maintain (misperception)**

# Marketing Scenarios

- 1) Middle class families with no children and larger lawns; currently with lawn service
- 2) Families with pets and small children with small lots (1500 sq ft for total landscape)
- 3) Residents of homeowners Association (HOA)
- 4) Residents of area with new rain garden incentives
- 5) Residents of a high-end neighborhood
- 6) Real estate agents with clients looking to improve curb appeal

# Marketing Scenarios

**1) Middle class families with no children and larger lawns; currently with lawn service**

**Advertise by showing pictures of dynamic landscapes; appeal to their aesthetic senses (include beautiful photos/examples.**

**Point out that they will increase their property value and use less water and maintenance.**

**Initiate a partnership with the landscape company that is providing their lawn service to promote a more sustainable garden feature.**

**Be a resource for incentive programs/provide education.**

# Marketing Scenarios

**2) Families with pets and small children with small lots (1500 sq ft for total landscape)**

**Offer to provide a more interesting landscape for their children (wildlife) while they set a good example of environmental stewardship.  
Promote long-term cost reduction and a less toxic environment for their children.**

# Marketing Scenarios

## **3) Residents of homeowners Association (HOA)**

**Promote collective runoff prevention (save on group rate, but permit individual decisions).**

**Creates image for neighborhood identity.**

**Pilot education project – towards community development as well as increasing property value.**

# Marketing Scenarios

## 4) Residents of area with new rain garden incentives

**Pitch to community groups (involve friends and neighbors as volunteers).**

**Provide signage for newly installed rain gardens.**

**Table at the local farmer's market.**

# Marketing Scenarios

## 5) Residents of a high-end neighborhood

**Promote opportunity to be cutting edge and a role model for neighbors.**

**Be proactive; find out personal motivations; bring visual images.**

# Marketing Scenarios

**6) Real estate agents with clients looking to improve curb appeal**

**Provide a Powerpoint presentation at a realtor meeting with great rain garden pictures to show how they enhance curb appeal.**

**Provide statistics on home value with LID amenities.**